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### EFFECTS OF GLOBALIZATION ON TV AND PRINT MEDIA IN PAKISTAN

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#### ABSTRACT

*In this article we focus on globalization of mass media in Pakistan, as well as the impacts of globalization on electronic media and print media. Number of international channels frequently viewed in Pakistan. also discusses effects of media on the culture of Pakistan and final conclusion.*

**Key Words:** Globalization, Mass Media, Media Globalization

#### INTRODUCTION

Globalization of media is not a term of global nature. As Sparks (2000) has argued, no media is genuinely global in nature. In addition, the so-called global media's audience is 'too small, too rich and too English-speaking to be considered inclusive.' There is little evidence that supports the existence of a global public sphere and the public sphere remains largely state-oriented. There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international level.

This process of "globalization" is often portrayed as a positive force which is unifying widely different societies, integrating them into a "global village", and enriching all in the process. It is variously described as an inevitable by-product of human evolution and progress, as if it were an organic process, governed by the laws of nature. However, globalization is not necessarily a natural progression emerging out of the ordinary communication and interaction of people and cultures around the world. Rather, it results from deliberate human choice by a powerful group of nations, transnational corporations (TNCs) and international organizations which have stakes in the process. The new communications and information technologies have provided methods for large corporations to maximize profits by entering foreign markets.

"Globalization" emerged as a buzzword in the 1990s, just as "interdependence" did in the 1970s, but the phenomena it refers to are not entirely new. Our characterization of interdependence more than 20 years ago now applies to globalization at the turn of the millennium: "This vague phrase expresses a poorly understood but widespread feeling that the very nature of world politics is changing. Like all popular concepts meant to cover a variety of phenomena, both "interdependence" and "globalization" have many meanings. To understand what people are talking about when they use the terms and to make them useful for analysis, we must begin by asking whether interdependence and globalization are simply two words for the same thing, or whether there is something new going on.

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Globalization of media is probably most pervasive at the level of media industry models---ways of organizing and creating media. The world is becoming a much more integrated market based in capitalist or marketplace economics. This expert's pressure on nations to make media more commercial, supported by advertising, aimed on consumers and to privatize telecommunications companies that formerly were government owned.

The resulting rapid changes have had a profound impact well beyond that immediate rating of Friends or the Simpson's. As we shall see, most countries produce increasing amounts of their own televisions, music and magazines. But if they produce them by drawing on U.S., British, or Japanese models and genre ideas, then those "national" media products are still at least somewhat globalize. And even if a national soap opera reflects largely local culture in its plot and characters, it still helps Colgate-Palmolive and other firms sell soap in yet another part of the global market. Roland Robertson (1995) calls such combination global---local productions done with global forms and ideas.

Anthony McGrew confirming that globalization is a multidimensional phenomena, pays due attention to the issue of communication, defining globalization as the increasing mutual communication. He introduces the following items as the components of his definition:

- 1 – Under the conditions of globalization, social, political and economic activities Influence and are influenced by the trans-national events.
- 2 – Globalization intensifies mutual interactions, creating a new global system.
- 3 – The growth of intensity and extent of communications leads to the elimination of the distance between domestic and international issues. In fact communications become so deep that the people on the side of their local lives feel a global aspect of their lives as well.
- 4 – Growing communications create some issues at transnational level which can be settled and handled only through global cooperation (proliferation of weapons and the problem of drug trafficking are among such issues).

Globalization has also been defined from other aspects. Many thinkers have defined globalization only from economic point of view. For instance, on the basis of a definition, globalization means economy, development and domination of an economic production system on the societies of the world. Although this system does not rely on a single country, or a single source of economic-political power, it is mainly under the influence of the most powerful and effective economic-political units in the world.

On the basis of another definition, globalization in simple language means unity of market, labor and production market, money and capital.

Cultural globalization has been defined as a process that facilitates the transformation of cultural features to a part of the global cultural order and consequently the local cultures will be either eliminated or renovated.

Majidi says many thinkers maintain that globalization in its cultural aspect is unification of various cultures and formation of a single global culture. This definition has drawn lots of criticisms and many consider the formation of such a culture neither possible nor likely.

Global communication networks collapse time and space enabling people and organizations around the world to interact and work together. McLuhan speculated that global media would foster the development of a tribalized society in which individuals would interact within a larger group

consciousness. McLuhan and Zing one (1995) say, "Individual talents and perspectives don't have to shrivel within a detribalized society; they merely interact within a group consciousness that has the potential for releasing far more creativity than the old atomized culture". Similarly, Levy (1997) contends that digital networks will support the emergence of a "collective intelligence," which he describes as a "universally distributed intelligence, constantly enhanced, coordinated in real time, and resulting in the effective mobilization of skills". Computer networking is the centralizing technology that will cause the development of this global intelligence because people use act on a global scale.

### **Globalization and Mass Media**

The decentralized nature of the Internet makes it very different from more traditional mass media, which distribute content created by the media industries. Global messages developed by the media industries are distributed through global media systems, such as CNN. CNN can distribute the same message throughout its worldwide television system. Prior to the 1990s, media systems were primarily national systems, but during the 1990s a global commercial media market emerged. According to McChesney (1999), "the rise of a global media market is encouraged by new digital and satellite technologies that make global markets both cost-effective and lucrative". Contributing to the trend toward media globalization was the formation of transnational corporations, the World Trade Organization (WTO), and the World Bank.

All of these organizations helped to create a new form of global capitalism that uses global media to disseminate messages to global consumers. In addition to financial interests, global media have an impact on media content, politics, and culture. Like the Internet, global media are influenced by the culture and interests of the United States. In some ways, global media could be considered an extension of the American system. At present, the United States exports more entertainment products than any other nation. McChesney (1999) reports that American media companies "have aggressively established numerous global editions of their channels to accommodate the new market". Three of the most important transnational media corporations are Time Warner (now AOL Time Warner), Disney, and News Corporation. In terms of globalization, American cable companies have been called cable colonialists because they control the worldwide export of media content and attempt to establish digital satellite TV systems in regional and national markets around the world.

As the Internet becomes a broadband medium, it is increasingly taking on the characteristics of a mass medium rather than an interpersonal one. In the future, mass media trends could be extended to the Internet. For instance, a recent study of Dutch children's Internet usage revealed that they primarily used the Internet as a leisure medium to play games, watch video clips, and visit entertainment sites. Research on Americans however, shows people primarily use the Internet to maintain social relationships through e-mail. The Dutch study was conducted by Valkenburg and Soeters (2001), who examined children's home Internet usage. They found three primary motives for children's Internet use: affinity with computers, information seeking, and entertainment. Children must first of all enjoy sitting in front of a computer, the researchers found. Second, children use the Internet to find information about hobbies and homework assignments. Finally, they visit entertainment Web sites. The use of the Internet as an entertainment and leisure medium is similar to television usage.

Although transnational media corporations are attempting to establish operations in nations around the world, some countries want to protect their domestic media and culture industries. Some nations, including Norway, Denmark, Spain, Mexico, and South Korea, have established government subsidies to maintain their own domestic film industries. The British government proposed a voluntary levy on the revenues from domestic film theaters, which show predominantly Hollywood movies. These theater revenues could then be used to subsidize the British commercial film industry. However, the proposal was not passed by Parliament. Culture ministers from a

variety of nations have been discussing how they can protect their own cultural identities in an increasingly American-influenced global media environment. Some nations, such as Singapore, edit and censor for broadcast media content created in the United States. Language usage, for instance, in the Singapore version of the Sopranos is vastly different from the American version because curse words have been edited out of the sound track. In such ways, individual nations can establish barriers that make it more difficult for global companies to broadcast their American-produced content.

Global media systems have been considered a form of cultural imperialism. Cultural imperialism takes place when a country dominates others through its media exports, including advertising messages, films, and television and radio programming. America's dominance in the entertainment industries made it difficult for other cultures to produce and distribute their own cultural products. Supporters of American popular culture argue that the universal popularity of American media products promotes a global media system that allows communication to cross national boundaries. American popular culture in addition challenges authority and outmoded traditions. Critics of American culture contend that cultural imperialism prevents the development of native cultures and has a negative impact on teenagers. Teenagers in other nations have rejected their own cultural music and dress. Instead, they want to wear American jeans and listen to American recording artists. Rock groups from other countries will even sing in English rather than use their native tongue.

**Media Groups in Pakistan**

The three main media groups that are still active to date have their origin to the Muslim independence of British India and were closely associated to some its most political figures. However, as the politics of the newly born Pakistan turned into a harsh competition for power, some media groups close to carve their own space for survival by taking sides in the ongoing struggle.

In order to obtain a better understanding of the way and the reason why these groups operate today as they do, it is important to have a glimpse at their origin and evolution.

Overview of media groups in Pakistan:

Print and electronic media output	Jang group	Dawn group	Nawa-i-waqat group	Express group	Daily times group
Dailies (Newspapers)	1.Daily Jang				
	2.Daily Awam				
	3.Daily Awaz	1.Daily Dawn	1.Daily nawa-i-waqat	1.Daily Express	1.Daily Aaj kal
	4.The News	2.Star	2.The Nation	2.Express Turbine	2.Daily Times
	5.Daily Waqat				
	6.Pakistan Times				
	7.Daily news				
Weekly (Magazines)	8.Akhbaran-e-jahan		3.Nida-e-millat		3.Friday Times
	9.Mag weekly (Fashion magazine)		4.Weekly family	3.Express Sunday magazine	4.Weekly wikkid
	10.Jang Sunday magazine		5.Sunday plus		5.Daily times
			6.Weekly Monday plus		6.Aaj kal
					Sunday magazine

Monthlies (Magazines)	3.Herald 4.Aurora	7.Monthly phool (For children)		
TV Channels	1.Geo television network(including) Geo news Geo entertainment Geo super Aag Tv	1.Dawn News 1.Waqat Tv	1.Express News 2.Express 24/7	1.Business plus 2.WikKid

Number of news papers circulating in Pakistan according to the Statistical Department of Pakistan there were 1464 newspapers in all languages published in four provinces of Pakistan are

	urdu	English	Pushto	Punjabi	balochi	Sindhi
Sindh	35	45				28
Punjab	268	40		17		
KPK	677	26	25			
Balochistan	363	22	8		8	

### Jang Group of Newspapers

Commonly known as the Jang Group, it was established in 1942 in Delhi by Mir Khalil-ur-Rehman. After independence it was moved to Karachi. It is currently the largest media group in the country, comprising a range of Urdu and English publications and four TV channels. The Group's flagship publication is the Urdu-language newspaper Daily Jang, which is printed from six stations across the country. 'The group also publishes arguably the second largest English newspaper The News'.

Generally speaking, the group is reputed to have 'a moderate conservative perspective'. Its English publications tend to be more critical of current political affairs and players, while the Urdu publications are milder in their approach. Until the early 1950s Daily Jang was considered an independent newspaper, but since then it has gradually succumbed to political pressures and temptations. Leading journalist and author Zahid Hussain positions the Jang Group at right of centre, whereas leading professor of journalism Dr Mehdi Hasan, argues that it does not have any specific policy objective in the long term.

Lately, the group has become entangled in an acrimonious battle with the government, and in particular with President Zardari. According to unverified accounts, the origin of this public slander campaign can be linked to a court case involving massive tax arrears, in which the Jang Group has been involved by the current administration. Others prefer to interpret the matter through a political perspective. The Jang Group is said to be very close to the lawyers' movement and, what is probably more relevant, to the Pakistan Muslim League Nawaz (PML-N) party of Nawaz Sharif, a political opponent of Zardari and his PPP.

### Pakistan Herald Publications

Normally known as Dawn Group of Newspapers, the company was founded in 1941 by Mohammad Ali Jinnah. Its flagship publication, the daily Dawn, was first published in 1947 from an already independent Pakistan. From there it expanded into a series of publications (see Table 1), all of which use English exclusively. The group has also been one of the first media houses in Pakistan to venture into electronic media, including cable TV and the internet. The TV channel Dawn News was established in 2007 and, like their main newspaper, is regularly followed by

representatives of the international community and by 'policy and decision-makers in the public and private sectors'.

The Dawn publications are probably those that have tried to interpret and follow more consistently the original vision of the man who is considered the founding father of the nation. Their main trademark, in fact, is a secular and tolerant approach to some of the most burning issues in Pakistan's society. Because of this broadly perceived super partes approach, the group enjoys widespread respect as a credible, independent and neutral player.

Even the Dawn, however, has not always been immune from the same sort of "diseases" that have affected media in Pakistan. That is, its stand on social issues has not always been progressive, and occasionally it has been ambiguous in its relationship to the power holders of the moment. For example, the chief editor and owner of Dawn, just prior to the imposition of the 1963 Press and Publication Ordinance (PPO), prohibited all the editorial staff from joining professional trade unions or organisations. A written statement was requested from each new staff member confirming his or her agreement to abide by this directive. On other occasions, editorials showering all kinds of plaudits on high government officials, such as the Information Secretary, appeared on its pages, thereby joining the adulatory chorus of the rest of the national press.

### **Nawa-i-Waqt Group of Publications**

Established in 1940 by Hameed Nizami, one of the founding fathers of Pakistani journalism, Nawa-i-Waqt started its operations in Lahore. The first publication to be launched was the fortnightly journal Nawa-i-Waqt. In the few years following independence, Nawa-i-Waqt came to represent the most conservative tendencies within Pakistan's society, embracing the nationalist ideological discourse on which the country was being built. In an article that appeared in 1977, Nawa-i-Waqt was defined as the 'self-appointed custodian of the ideology of Pakistan', and, in the first five years of existence of the country, it 'had hunted and pursued a remorseless campaign against all liberal trends and progressive forces in national life'.

The same broad definition of the group's mandate can still be considered accurate today, as testified to by the various statements gathered in the authors' interviews. Javed Siddique, editor of daily Nawa-i-Waqt in Islamabad, refers, in this regard, to three policy, or editorial, aims of his newspaper: first, to consolidate and promote the ideology of Pakistan, which is based on Islam and the 'two nations' theory; second, to promote the idea of Pakistan as an Islamic, democratic and welfare state; and third, to be sympathetic to Islamic 'causes' including Palestine and Kashmir. The newspaper supports reconciliation with India, but 'not at the cost of Kashmir'. It does not support the 'so-called war against terrorism', Pakistan's support of it, or American presence in the region. 'The [Taliban] militants do not regard Nawa-i-Waqt as a hostile newspaper'.

Being an advocate of Pakistani, or Islamic, ideology, the group has been supportive of the Pakistan Muslim League (PML) – the founding party of Pakistan – and of right-wing political discourse from the very beginning. Gradually, it also came under the influence of the Punjab establishment, yet it has been critical of military regimes in Pakistan.

### **Outreach of Print Media**

A curious characteristic of the print media landscape in Pakistan is provided by the relatively abundant offering of expensive English newspapers, compared with the low literacy rates in the country. Although since the last population census of 1998 there has been a significant improvement in countrywide literacy rates, as of 2007–08, official figures from the Pakistani Federal Bureau of Statistics put those rates at 56 percent. Abysmal adult literacy rates are also one of the key factors determining the low placing of Pakistan on the 2007 Human Development Index, where Pakistan was ranked 141 out of 182 countries.

Among the national English-language newspapers, 'the DAWN is the most widely circulated ... It has a week-day circulation of over 138,000 and a total readership base in excess of 759,000'.

A report by International Media Support (IMS) indicates that in 1997 the total number of daily, monthly and minor publications in Pakistan was 4,455, but by 2003 only 945 remained. During the same period, however, the circulation of print media publications increased to a daily distribution of 6.2 million.

### **A Matter of Languages**

Print media in Pakistan is divided linguistically into three major categories: Urdu, English and other local/regional languages. The English media targets the urban and the elite readership, and has great leverage among opinion makers, politicians, the business community and the wealthy sections of society, but it has limited circulation

### **Effects of Media Globalization**

Researchers have noted a variety of effects resulting from media globalization. Some of these observed effects are open to interpretation while others are acknowledged by most communication scholars. Certain researchers tie their observations to their own theories which attempt to explain certain observed effects. In contrast, other researchers may take on a more descriptive approach preferring to describe detailed effects and apply the theories of other scholars as models for explanation.

According to researcher George Gerbner, the most successful television programs are no longer made for national consumption but rather for international distribution. Gerbner further noted that content is affected by the desire to increase the marketability of international television program distribution. Programs that contain violent material are considered to "travel well" according to Gerbner (Jhally, 1994). In contrast, comedy programs which may be quite successful in the United States do not necessarily do well in other countries. Comedy is culturally defined, and what is deemed funny by one cultural group may in fact be offensive to another. In comparison, violent material has a very simple story line of good versus evil. It is universally understood and in many ways culturally transparent.

Robert McChesney is a media historian and political economist. In a recent article by McChesney (2005), he criticized multinational corporations in a number of ways. First, that the global media market is dominated by eight multinational corporations which also dominate U.S. media. These companies are: "General Electric, AT&T/Liberty Media, Disney, Time Warner, Sony, News Corporation, Viacom and Seagram, plus Bertelsmann, the Germany-based conglomerate" (p. 93). Second, multinational corporations are becoming increasingly horizontally integrated, meaning that these companies both create content and own publishing companies or broadcasting networks, and are able to distribute their own product. Third, international deregulation and free-market policies have created a climate that has been conducive to foreign investment in media. Fourth, that the World Trade Organization is threatening local culture by encouraging foreign investment in local media. McChesney has observed a trend of cultural protectionism from developing nations:

In the summer of 1998 culture ministers from twenty nations, including Brazil, Mexico, Sweden, Italy and Ivory Coast, met in Ottawa to discuss how they could 'build some ground rules' to protect their cultural fare from 'the Hollywood juggernaut.' (p. 93)

Fifth, there is a well defined second tier of media conglomerates which are increasingly competing on the international level through foreign investment, mergers, and acquisitions. Half of these corporations are based in North America while the others are based in Western Europe and Japan. (This observation by McChesney is interesting since the Trilateral Commission encourages economic trade between precisely these three regions.) Second tier corporations include, "Dow

Jones, Gannett, Knight-Ridder, Hearst, and Advance Publications, and among those from Europe are the Kirch Group, Havas, Media-set, Hachette, Pisa, Canal Plus, Pearson, Reuters and Reed Elsevier" (p. 94). Sixth, merger mania seems to be the rule of day when it comes to multinational corporations. McChesney noted that sixty or seventy first and second tier multinational corporations control a major portion of the world's media in the areas of publishing, music, broadcasting, television production, cable, satellite distribution, film production, and motion picture theater exhibition. Seventh, McChesney concluded that the effect of the spread of multinational media corporations has resulted in cultural imperialism, a loss of local cultural identity. McChesney summarized the motivation of multinational media corporations as such, "The global commercial-media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits" (p. 95).

Benjamin Compaine (2005) has disagreed with many of McChesney's criticisms of the effects of globalization of the media. Compaine tackled a number of major criticisms head on in his article "Global Media." First, Compaine disagreed with the view that a few large companies are taking over the world's media. Compaine has compared international media mergers to "rearranging the furniture," as companies are repeatedly sold and re-sold:

In the past 15 years, MCA with its Universal Pictures was sold by its U.S. owners to Matsushita (Japan), who sold to Seagram's (Canada), who sold to Vivendi (France). Vivendi has already announced that it will divest some major media assets, including textbook publisher Houghton-Mifflin. (p. 98)

Second, Compaine disagreed that corporate ownership is having a toll on effective journalism. A study by the non-profit organization Freedom House in 2000 researched 186 countries; it suggested "that press independence, including journalists' freedom from economic influence, remained high in all but two members (Mexico and Turkey) of the Organisation [sic] for Economic Co-operation and Development" (p. 99). Third, Compaine disagreed that global media can hurt local content. MTV in Brazil plays music and videos that are selected by local producers. Star TV, distributes satellite TV in India. Star was initially unsuccessful when it showed American television programs. Star TV only succeeded after it hired an Indian television executive who created Indian soap operas. Fourth, Compaine disagreed that the public would be better served by stricter regulation of the media. Media concentration can be beneficial in the case of two small struggling newspapers merging in order to survive, as opposed to one of them going out of business. Licensing and antitrust regulation can act as a barrier to new players entering the competitive landscape. Relaxing broadcast regulation expands competition. News Corp. began its investment in American media when the FCC raised the limit of national television station ownership from seven to twelve, and also struck down the rule that prohibited TV networks from owning their own programming. As a result, Rupert Murdoch's News Corp. was able to build an audience with a core group of television stations and purchase 20th Century Fox. Compaine noted, "Fox was thus able to launch the first successful alternative to the Big Three in 30 years. Its success also paved the way for three other large media players to initiate networks"

Marjorie Ferguson has similar views to Compaine. Ferguson (2002) has stated that cultural homogeneity is a myth which is predicated upon McLuhan's theory of a global village. The myth is not evidenced by real-world observation since identical consumer products, movies, clothes and architectural expressions are not seen in every nation. The new world order and economic globalism is not marching forward in an unchecked manner. As Ferguson has stated, "Paradoxically, we witness an anti federalist ethos competing with a resurgent regional economic protectionism in the EC, the North American Free Trade Area (NAFTA) and the proposed South-East Asian trading bloc" (p. 245).



In a significant historical article, Pike and Winseck (2004) argued that media globalization is not a recent phenomenon at all. Globalization began in the 1850's when "domestic telegraph systems had greatly extended their reach and become linked to a worldwide network of cable communications. . . . British companies dominated, maintaining almost complete control over the manufacture and laying of cables and owning two-thirds of the world's cables by 1900" (pp. 645-646). Pike and Winseck make three major points in their article. First, globalization is not a recent phenomenon. Some scholars have interpreted the early stages of globalization as being synonymous with imperialism, since "competing western nations utilized communications to aid in the expansion of their empires" (p. 643). Second, there is the technocratic view of globalization. This view linked the technical aspects of globalization with the global spread of modernity and civilization. Third, globalization is a natural extension of "laissez-faire capitalism," which broke through national boundaries to extend the free market economy to a global-world.

## DEVELOPMENT OF TELEVISION IN PAKISTAN

Authorities in Pakistan introduced television in 1964 with the aim to uplift the nation socially and culturally. As Pakistan was a newly-born state and under-developed, it was thought that television could help in achieving progress in the country through dissemination of information, knowledge, education and awareness. Before Pakistan television started in 1964, Pakistani public was a little bit familiar with television through an exhibition where Philips Electrical Company installed a few television sets and televised few foreign films. In October 1963, a national publicity conference was held under the chairmanship of the President Ayub Khan that decided to set up a television station in Pakistan. Hence Pakistan entered into television broadcasting age with a small pilot television station at Lahore on November 26, 1964 from where transmission was beamed black and white. This station telecast some live but amateur programmes and some of foreign films. Initially, television centre was set up with the help of UNESCO, Colombo plan and Japanese government. To meet the graving cost of television broadcasting, commercial telecast was also permitted but no license fee was charged on television set at that time.

### Ptv World

A new satellite channel Ptv World was launched in 1991. With the opening of Ptv World, Pakistani programmes are now being viewed in other parts of the world via satellite. Mideast Time, an extension of Ptv World, targets Pakistani expatriates in the Middle East.

### Ptv National

The objective of the Ptv National is providing different local news as well as entertainment in all languages in different part of the country.

### AJK TV

AJK television is a Kashmiri Channel providing different programmes for local viewers and Kashmiri and Gojrati news.

The authority retains the approved list of satellite television channels under constant review, periodically revising it to cater to public taste, needs and demands. Its current list has on it 49 satellite television channels excluding the Pakistani ones. The list is enclosed at:

Religious Channels -	02
News Channels	11
Educational and Informational Channels	09
Entertainment Channels	06
Sports Channels	06
Entertainment Channels	15

**Government and Private Television Channels in Pakistan**

The cable operators are offering following local channels:

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- . AAG TV - 24 Hour Pakistani Music Channel
- . AAJ TV - Entertainment Television
- . APNA - Punjabi Entertainment Television
- . ARYONE World - 24 Hour Urdu/English News Channel
- . ARY Digital Pakistan
- . ARY Digital USA
- . ARY Digital Europe
- . ATV - Aik Duniya Nayee
- . AJK TV - National Kashmiri Television
- . AVT Khyber - National Pushto Channel
- . BUSINESS Plus TV - 24 Hour Business News Channel
- . Cartoon Network Pakistan - 24 Hour Children Programming
- . CNBC Pakistan - Profit From It
- . Channel G-24 Hour Music Channel
- . DM Digital Pakistan-UK Based Channel
- . FILMAZIA - Lollywood Film Channel
- . GEO TV - Har Pal Geo!
- . GEO News - 24 Hour News Service
- . HBO Pakistan - 24 Hour Hollywood Films
- . HUM TV - Hum Sub Kay Liay
- . INDUS Music - 24 Hour Pakistani Music Channel (Affiliated with MTV)
- . INDUS Vision - Your Drama Channel
- . INDUS Plus - Hur Lamha Aap Ke Saath!
- . INDUS News - 24 Hours Round The Clock News
- . INDUS USA - For North American Viewers
- . INDUS Europe - For European Viewers
- . KTN - National Sindhi Channel
- . Mashriq TV - National Urdu Channel
- . Ptv National - Official Domestic State Television
- . Ptv World - Official International State Television
- . Ptv Bolan - National Balochi Channel
- . Ptv Channel 1
- . Ptv Channel 3
- . Ptv Prime Europe
- . Ptv Prime USA
- . QTV - 24 Hour Islamic Religious Channel
- . Rung TV
- . Sindh TV - Sindhi Language Television
- . The Musik - 24 Hour Pakistani Music Channel

- TVOne - The ONE To Watch
  - City Channel Karachi - Karachi Metro Channel
  - UNI Plus - Pakistani Urdu Channel
  - Virtual TV1 - Online Educational Channel
  - Virtual TV2 - Online Educational Channel
  - VIBE - Pakistan's Newest 24 Hour Music Channel
  - Vectone - UK Based Urdu Channel
  - Sun Biz TV
  - Ravi TV
  - Urdu Music Videos from IM of Pakistan
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**International Channels Viewed in Pakistan**

Following are the foreign channels offered by cable television operators:

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Star World	Star Plus	Star Plus
Star Movies	Star Sports	Star Sports
Sur Sangeet	Super Sports	Super Sports
Zee Movies	Zee Tv	Zee Smile
ZOOM	HBO	HallMark
AXN	Balle Balle	BBC Prime
Bloom Berg	Cartoon Netwok	ESPN
VOX	Fashion TV	ESPN
FOX	Reality TV	MTV
Channel V	CNN	Discovery channe
National Geographic	History	SONY
Saharay samay	Saudi Tv	LBC
B4u music	B4u movis	S Max
South Aisa World	Sky sports	Zee cinema
		MTV HITS· MTV
Star one	CNBC	UK
Nickelodeon	The Hits	Animal Planet
Sky Movies	· Sky News	

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**EFFECTS OF MEDIA ON MIND DISCUSSED IN PAKISTAN**

The apprehensions of media communication, as well as evidence for its effects, are as old as the history of the subject itself. People have always wondered how media messages are affecting them by bringing about an imperceptible change in their culture, values and behavioral patterns. They have always been concerned for the negative influence of a particular message or message system and have been curious about the potential pro- social effects of others. Wimmer (1993) has mentioned that the concern over the social impact of mediated messages was evident as far back as the 1920s when many critics charged that the motion pictures had a negative influence on children.

The study of the anti-social effects of viewing television and motion picture is one of the intensely researched areas of mass media. The impact of pro-social content is a newer area and grew out of recognition that the same principles underlining the learning of anti-social activities ought to apply to more positive behavior.

KARACHI, June 28: Exposure of children to scenes of violence, natural disasters, catastrophic events and crime reports on television leads to stress, anxiety and fear among children leaving far reaching impacts on their personality. These views were expressed at a seminar on "Mind and media", organized by the Endeavour-A Youth Forum at the Aga Khan University Auditorium. The speakers said that research had shown that children and adolescent were prone to imitate what they saw on media. Effects could be evident immediately or surface a year later, they added.

Teachers' Development Centre Director Prof Abbas Hussain said that children through media got aware about certain facts of life mysteries, contradictions, tragedies and violence, which were not considered suitable for them to know. Television programmes and films, he said, were mostly full of violence and tragic scenes, which were being watched in every home through cable television creating social problems for people with no exception to children.

Prof Abbas Hussain said, "All secrets of adolescence like social, sexual and physical matters are watched by people of all age groups including children, consequently childhood innocence is impossible to sustain." He suggested that parents should watch television with their children to check on such programmes and time of watching television should be limited. Dr Ihsanullah Saeed, a renowned psychiatrist, said that parents should see what children were watching in order to minimize the effects of such programmes.

"Television should not be used as a baby-sitter," he said and recommended removal of television sets from bedrooms, monitoring of the websites they visit, setting of time limitation and finding alternative activities for them would be very helpful in reducing negative effects on personality of children. He suggested to observe "Break: Free of TV" week in Pakistan in order to promote healthy activities and spending more time with families. Referring to a case of an eight-year-old girl, he said, she could not sleep and study for days after watching the images of corpses, after a bomb blast in Karachi, recently aired on a private television channel.

Among others, Aga Khan Education Foundation General Manager Wasif Rizvi and Endeavour-A Youth Forum President Sohail Mohammad Ali spoke at the seminar.

In 2003, this researcher had conducted an M. Phil study on cable television titled "Cable Television Network in Pakistan: Introduction, Development, Prospects and Dilemmas." The outcome of the study (M. Phil) has now been used in this research, leading to the effects of cable television.

Zia (2003) quotes "In Pakistan, cable television network was initiated in Karachi in early 1980s and by 1998 was introduced in almost all the big cities of the country but functioned without rules and regulations. The year 2000 witnessed a mushroom growth of cable television network all over Pakistan after the government legalized cable television network". According to Aziz (2003) in 2002 almost four million households were enjoying its services in the country.

Cable television viewership is no more restricted to the upper-middle class only; with the availability of low-priced television and cable connection, it has become a common household facility for the lower class as well. Viewers have access to a variety of channels from local to foreign, which provide them an opportunity to watch all types of programmes. Zia (2003) quotes, "The reasons for this rapid growth of cable television, included easy access, low cost, access to satellite channels and a huge television viewer-ship interested in entertainment only".

According to Pakistan Electronic Media Regulatory Authority (PEMRA) regional office, Punjab, the subscription of cable television in Lahore has increased from 0.2 million in 2003 to 0.35 million in 2006. Cable television subscription to 0.35 million households in Lahore increases the chances of its effect/influence on the viewers as findings of a pilot study with 1200 sample size, conducted by the researcher showed that majority of them (60 percent) are spending 2-3 hours daily to watch cable television.

By the year 2006, the number of households having access to cable television has increased manifold. The growth and usage of cable television was rapid in Pakistan. According to the Pakistan Advertisers' Society, the number of households that have access to cable television has increased to 29 percent in 2004 from 5 percent in 2002 whereas according to Pakistan Electronic Media Regulatory Authority (PEMRA), 45 percent of the households were enjoying the cable television facility in 2006. Growth of cable television has resulted into a spill over of the Indian and western channels to Pakistani audience. The primary beneficiaries were the ZEE TV, Sony, Star Plus, HBO, sports channels etc.

These western and Indian channels have grabbed attention of viewers in Pakistan and exposed its audience to programmes that were vividly different to the usual available programmes on local television channels. There was an apprehension among the public that these Indian and western channels may adversely affecting viewers' minds and activities. Therefore, it was high time to conduct a study on cable television effects. So this research has been conducted to find out the effects of cable television in Pakistan.

General aim of this study was to ascertain effects of cable television on women in Lahore, Pakistan. This study tried to record the demographic characteristics of cable television subscribers (women only) and measured their level of viewership. The study also tends to find out respondents'

preferred channels and programmes. It also tried to find out whether or not there existed any gender difference in cable television viewing.

### Study on Women as T.V Viewer

Women population under study has been further divided into three categories: light viewers (watching cable television from 1-2 hours daily), moderate viewers (watching cable television for more than 2 but less than 4 hours daily) and heavy viewers (watching cable television 4 and more than 4 hours daily). They live in contrasting social set-ups, have different levels of education, reside in different environments and have varying exposure to outer world and communication opportunities.

Hagiwara (1999) attempted to ascertain whether the values, attitudes and the styles of behaviour imparted by global television were at variance with the values and outlook of the countries receiving such programmes. The thesis of medical/cultural imperialism stipulates that the values portrayed in global television have deleterious effect on local cultures. The audiences of the higher societies were therefore asked if they believe that global television had a negative impact on themselves or their cultures.

### CONCLUSION

It is to be concluded from this readings that the emergence of cultures, customs, economy, society, and politics has two aspects in its results, once we can say it positive one and other one is negative impact. when we discussed these both aspects we can say it is negative as there is a lot difference among the societies, cultures, religions and customs of all the countries of the world so when we merge them then we have to face a lot problems like adoption of some illegal and forbidden customs and many more and a pathetic aspect of this multidimensional phenomenon is that, that every accident or incident which happened in any country is to be exposed to all over the world. The most authentic example of this aspect is terrorism in Pakistan; things are to be taken more than its reality. Second aspect which is the cause of the successful implement of globalization is its positive aspect. Its positive aspect in Pakistan we can say that the electronic and print media of Pakistan is very strong and has a unique position in global world as they have adopted the ways to get the distinct scale of prosperity in the world as from newspapers and televisions many ways are to be exposed which present the results of successes in different fields of life.

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